

What is claimed is:

- checking inventory for goods as characterized by said data and computing a price for the goods.

- receiving a payment authorization from the customer's device and providing to the customer the goods.

- checking a message authentication code for said data.

- checking a digital signature for said data.

- transmitting the data from a portable communications device held by the customer to another communications device associated with the merchant.

6. The method of claim 5, wherein said portable communications device is a radio communications device.

7. The method of claim 5, wherein said portable communications device is a Bluetooth-enabled radio communications device.

8. The method of claim 5, wherein said portable communications device is a Wireless Application Protocol (WAP)-enabled radio communications device.

9. A system for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

a portable wireless device associated with a customer;

a fixed position wireless device associated with a merchant and in communication with said portable wireless device;

said portable wireless device and said fixed position wireless device exchanging data concerning data concerning preferences of the customer for goods available from the merchant; and

a server coupled to said fixed position wireless device, checking inventory for goods as characterized by said data and computing a price for the goods.

10. The system of claim 9, which further comprises:

said server receiving a payment authorization from the customer's device and providing to the customer the goods.

11. A computer program product for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

a computer readable medium;

program code in said computer readable medium for receiving data from a customer's device concerning data concerning preferences of the customer for goods available from the merchant; and

program code in said computer readable medium for checking inventory for goods as characterized by said data and computing a price for the goods.

12. The computer program product of claim 11, which further comprises:

program code in said computer readable medium for receiving a payment authorization from the customer's device and providing to the customer the goods.

13. A business method for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

receiving data from an communication device associated with a customer, said data concerning preferences of the customer for goods available from the merchant; and

checking inventory for goods as characterized by said data and computing a price for the goods.

receiving a payment authorization from the customer's communication device and providing to the customer the goods.

receiving data at a server from an insitu communication device associated with a customer, said data concerning preferences of the customer for goods available from the merchant; and

16. The method of claim 15, which further comprises:

17. A system for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

a portable wireless insitu device associated with a customer;

a fixed position wireless device associated with a merchant and in communication with said portable wireless device;

said a portable insitu wireless device and said fixed position wireless device exchanging data concerning data concerning preferences of the customer for goods available from the merchant; and

a server coupled to said fixed position wireless device, checking inventory for goods as characterized by said data and computing a price for the goods.

18. The system of claim 17, which further comprises:

said server receiving a payment authorization from the customer's potable wireless insitu device and providing to the customer the goods.

19. A computer program product for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

a computer readable medium;

program code in said computer readable medium for receiving data from a customer's insitu device concerning data concerning preferences of the customer for goods available from the merchant; and

program code in said computer readable medium for checking inventory for goods as characterized by said data and computing a price for the goods.

20. The computer program product of claim 19, which further comprises:

program code in said computer readable medium for receiving a payment authorization from the customer's insitu device and providing to the customer the goods.

21. A business method for providing to customers and merchants a quick and automatic way to carry out an offer, acceptance, and delivery sequence for goods, comprising:

receiving data from an insitu communication device associated with a customer, said data concerning preferences of the customer for goods available from the merchant; and

checking inventory for goods as characterized by said data and computing a price for the goods.

22. The business method of claim 21, which further comprises:

receiving a payment authorization from the customer's insitu communication device and providing to the customer the goods.